

**MINUTES OF EVENTS COMMITTEE
CITY OF CAYCE
October 10, 2013**

Present: Dr. Pete Cassidy, Brenda Cole, Mendy Corder (City Representative), Danny Creamer, Kirsten Davis (City Representative), James Denny (City Representative), Julie Isom, Ellen Mancke, Cindy Pedersen, Rachel Scurry, and Jay Thompson

Absent, Excused: Frankie Newman

Chairperson Julie Isom called the meeting to order. The minutes of the September 12, 2013, meeting were reviewed and approved as written.

CONGAREE BLUEGRASS FESTIVAL

Chairperson Isom thanked the committee members for their hard work and support of the Congaree Bluegrass Festival. This year's festival was a great success.

Ms. Corder presented a preliminary summary of the 2013 budget versus expenses. She plans to present a complete summary of expenses at the November meeting. Ms. Corder noted that sponsorships only totaled \$2200 for 2013. In 2012, sponsorships were a total of \$3050.

Ms. Isom led a round table discussion during which the committee members shared their general comments and concerns about the festival. *A summary of the discussion is attached to the minutes.*

CHRISTMAS IN CAYCE

The 36th Annual Tree Lighting Ceremony is scheduled for Thursday, December 5, 2013, 6:00 p.m. Ms. Cole mentioned that Ken Walters, city electrician, had suggested several changes for the tree lighting event. The Committee decided to invite Mr. Walters to a **special meeting on Thursday, November 7**, to present his ideas.

Carols along the Riverwalk is scheduled for Friday, December 6, 2013, 6:30 p.m. until 8:00 p.m. at the Naples Avenue entrance to the Cayce Riverwalk. Ms. Scurry plans to get in touch with each of the key contacts for the participating groups via telephone or in person to confirm their participation, size of the group, and any special arrangements required.

The War Between the States Lantern Tours is scheduled for Saturday, December 7, 2013, 6:00 p.m. until 9:30 p.m. The Cayce Historical Museum's 24th Annual Holiday Open House is also set for Saturday, December 7, 2013, beginning at 6:00 p.m.

There being no further business, the meeting was adjourned.

Respectfully submitted,

Rachel R. Scurry, Secretary

Attachment

Suggestions for Congaree Bluegrass Festival 2014

Only give away hand fans & CIC Schedule of Events, too many giveaways

Sell magnets

Have someone from a band to play in the Jam Sessions area so people will be more comfortable jamming

Have CERT handle parking

Sound was too low; speakers need to be put out in the park so everyone can hear throughout the park

Have officer stationed at stage all day to watch instruments

Give Benny a confirmation packet and t-shirt

Need a different shirt for volunteers, maybe one-color logo to save on price

Stagger golf carts, for example; start with 2

Have a sign at the entrance to the park that reads No Pets, No Coolers, No Smoking, etc.

Ask Karen Maine to coordinate volunteers

Have someone assigned to Council Chambers to put food up at 1pm, keep area tidy, coolers filled, etc.

Need recycling bin in Chambers for drink cans

Contact Keep Midlands Beautiful to bring recycle bins for us to use at Festival for drink cans

Add to vendor policy – have to stay in booth, cannot work the crowd

Assign a volunteer to watch the crowd for people soliciting, people bothering the crowd (maybe an officer)

Number each vendor on the vendor chart to coordinate with their number on the park layout

Make sure front of port-o-jons are not facing crowd, place 2 in front of the other 2 so can't see entrance to the port-o-jon

Have all food vendors on one side of the park

Have Native Americans and Museum exhibits beside each other

Have specific tasks for volunteers, start working to get volunteers earlier in the year

Need big radio sponsor

On all marketing materials – add 1st Saturday in October and Cayce, SC

Congaree Bluegrass Festival website needs major overhaul, start working on it in January with PR Consultant

2014 Festival will coincide with Cayce centennial, need to really play that up in ads, etc.

Have cloggers or square dancers

Make it clear to bands where to park, give them more parking passes

Need more merchandise to sell

Get a Twitter feed for the festival

Introduce Pat Ahrens before the festival begins; make sure she knows she can sell her merchandise at the festival

Look into having headliner band play sooner, majority of crowd was gone by 6pm

Have schedule of events in all ads

Look into getting a flag for golf carts to put golf cart sponsors on it

Need more SOE's printed to hand out

Purchase more bunting
Zip code takers still an issue, have adults do it
Need new staff t-shirt; color and material too hot
Discuss with James about bridge in park to go over soggy ground
Headliner could possibly do 2 sets or one long set
Bumper stickers might be a good item to sell
Have a golf cart coordinator; Karen Maine or Joan Roland

